



2013



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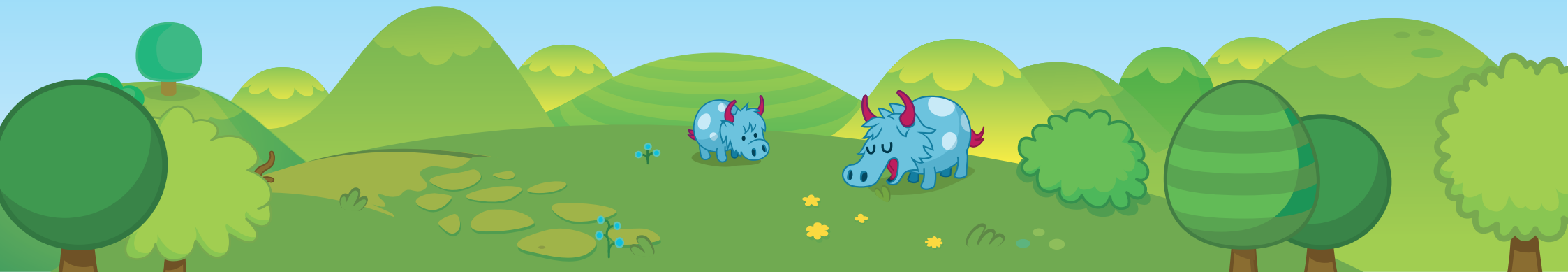
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Introduction: Moshi Monsters in a Nutshell



Moshi Monsters is a free online game for kids, where they can adopt a monster and look after it. Kids whose parents give us their approval can become 'users' on our site, where they can adopt and care for their own Moshi Monster.

Moshi users care for their monster by solving puzzle games, which earn their monster virtual rewards called Rox. Rox are spent in-game on virtual items like food, furniture and other treats and toys for their monster.

A well-kept monster levels-up over time, unlocking new locations in Monstro City, and earning all kinds of in-game rewards for playing. Monster owners are also able to make friends with other owners and leave messages on their pages.

We highly recommend adopting your own monster for free and playing the game to get a feel for the brand before working on any Moshi Monsters-related designs.



The Moshi Spirit: What Makes Moshi Monsters Special?



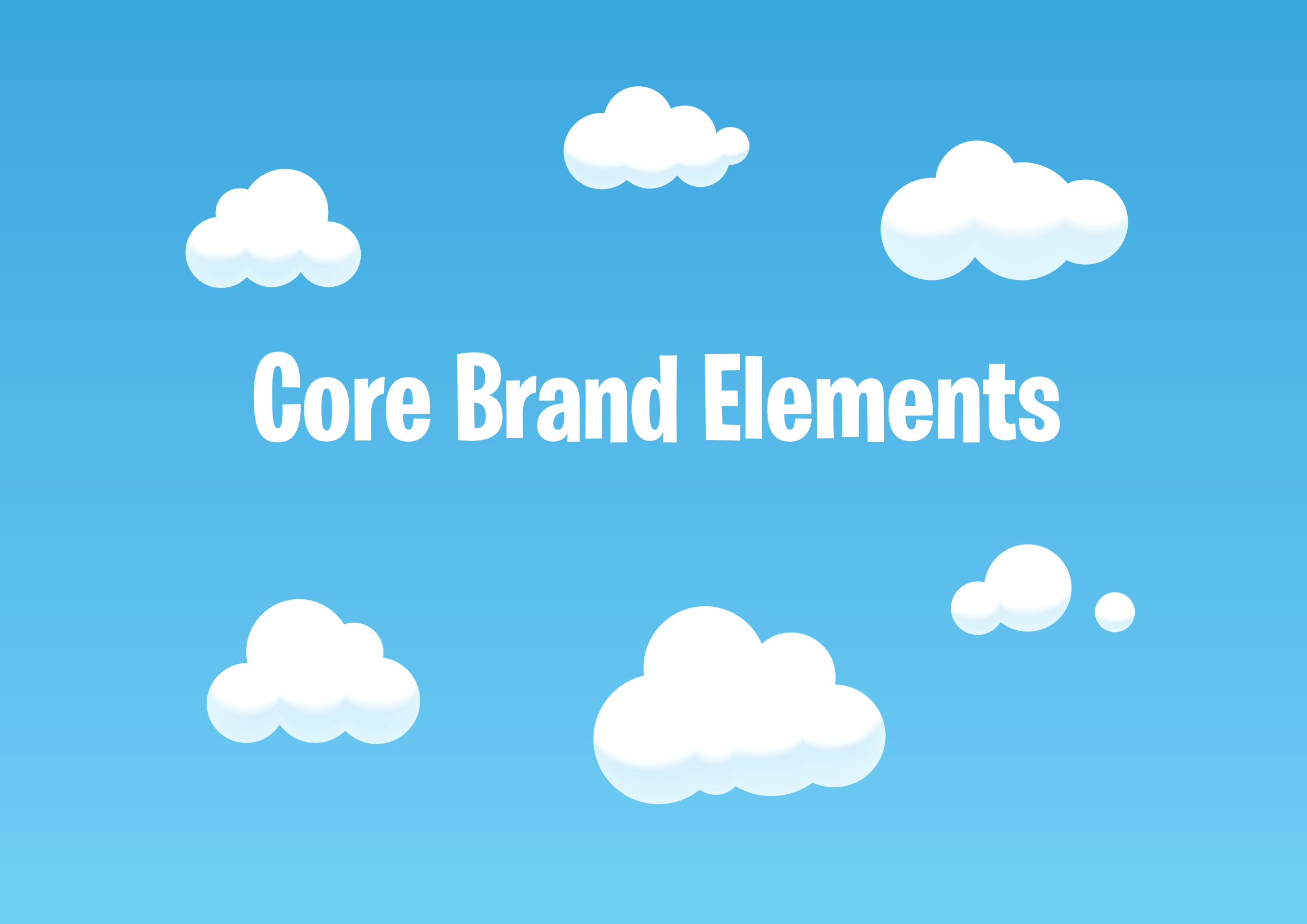
While we've never restricted our values to a definitive list of keywords, there is a definite spirit to everything we do. It's important to bear this in mind and judge the effectiveness of your proposed designs against these values.

Moshi Monsters' values are split into two distinct categories:

Features derived from the game itself. These are more functional and are used to describe what the headline features of Moshi are. While they are all important, if you have restricted space we recommend focussing on the first three: Adopt Your Own Pet Monster, Play Great Games, Collect Amazing Moshlings.

The Spirit that we want kids and parents to know us for. Any Moshi Monsters design should embody as many of these factors as possible: challenging, funny, safe, surprising, honest, magical, respectful, inclusive, irreverent, exciting, whimsical, fun.



The background is a solid light blue color. There are six stylized white clouds scattered around the text. Each cloud is composed of several overlapping circles, giving them a puffy, cartoonish appearance. They have soft shadows underneath, making them look like they are floating above the surface. The clouds are located in the top-left, top-center, top-right, bottom-left, bottom-center, and bottom-right areas of the frame.

Core Brand Elements

Logo: Approved Versions

The Moshi Monsters logo is the most important element of our brand. It can be used in two very distinct ways; to represent the Moshi Monsters brand and as a design element for apparel, licensed product etc.

When used as a core brand logo it should be treated with great care – never squashed, stretched or over-written. It should never be recoloured unless as part of an authorised brand extension instigated by Mind Candy.

When used as a design element, it can be recoloured to fit with the relevant design but should never be distorted or de-constructed.

Opposite are examples of the approved Moshi Monsters logos. Preference should always be for the full colour logo with white outline. If this isn't possible, please take care choosing a suitable replacement.



Full colour logo



Full colour logo on dark background, with no drop shadow



Full colour logo on dark background, with a sharp drop shadow



Greyscale logo



Black and white logo



Spot colour version only to be used when necessary



Logo: Dos and Don'ts

When used to represent the Moshi Monsters brand, the core logo must be used with care and consideration.

The logo should never feel crowded or overwhelmed by other graphic elements. On occasion elements can intersect with the logo, usually behind it to help give an impression of depth or as a way of using space economically.

Objects that are commonly placed behind or near the logo:

- Rays of light
- Clouds
- Moshi characters
- Call outs and panels relating to Mind Candy products and offers

Centering of the logo - When centering other graphic elements to the logo please ignore the TM. If the TM is included in the width of the logo when centering elements to it, it will make the artwork look off centre because the TM is so small. The TM however must never be removed.



Adding rays of light and other graphic elements behind the logo can help contribute to the feeling of excitement, grandeur or whimsy



Callouts can intersect with the logo



Artwork centred to logo,
excluding TM



Artwork centred to logo,
including TM



Logo: Dos and Don'ts

To the right are examples of good and bad practices.

If you need to amend or alter the logo in a way which sits outside of these guidelines, please get in touch with us directly.



Don't reverse the gradient on any part of the logo



Take care to ensure that the logo's tail remains intact and that no part is chopped off or distorted



Don't alter the colour of any part of the logo unless agreed



Don't stretch the logo



Don't add a feathered drop shadow



Don't alter the weight of the logo's outline



Don't rotate the logo



Take care not to take over too much of the logo with other graphic elements



Don't alter the colour of the outline of the logo



Don't replace the moshi eye with any other graphic elements



Don't replace any of the letters with other graphic elements



Sub-brand Logos: Approved Versions

There are many sub-brands in the Moshi Monsters universe. All have been approved internally.

It is important that new logos aren't created unless officially briefed and approved through the correct Mind Candy approval process (see end of this document).

The logos opposite show the range of logos and the general style. They fit into three categories:

- 1) Core IP logos
- 2) Product logos
- 3) Platform logos

If designing for one of these categories, please use the approved logo rather than simply appending product or platform titles to the core Moshi Monsters logo.



Mind Candy Logo: Approved Versions and Usage



Our aim is to associate the Mind Candy brand with the Moshi Monsters brand whenever possible, building trust and recognition for Mind Candy in its own right.

When used on packaging, websites, marketing etc., the Mind Candy logo should never be bigger than the Moshi Monsters logo and ideally placed so it doesn't get in the way of the main design. The footer is usually the ideal place for it, alongside any partner or copyright notices.

The logo should always be displayed in its curved-cornered box with the beans underneath it. When placing the logo on a white or pale coloured background consider adding a one pixel stroke to the outside of the curved box to help it stand out.

Please refrain from inverting the logo colours, altering the arrangement of jelly beans or distorting the logo in any way.



Always display the logo in its curved cornered box with the beans underneath..



When placing the logo on a white or pale coloured background consider adding a one pixel stroke to the outside of the curved box to help it stand out



Never rotate the logo



Don't place the logo on a transparent background



Don't change the arrangement of beans or alter their colour



Don't squash or stretch the logo in any way



Mind Candy Logo: Animated Ident



All interactive, TV or mobile content should be preceded by the official Mind Candy ident (available on request).

The Mind Candy idents exist in a variety of sizes: 480x320, 640x960, 1024x768, 1136x640, 1280x1024, 1440x900, 1600x1200, 1920x1080, 2048x1536.

It is available as a 1.5, 2 and 3 second variation.

Many TV commercial specifications dictate that there should be 12 frames (0.5 seconds) of silence at the beginning and end. Please bear this and the Mind Candy ident duration in mind when finalising voiceover timings.



Ident



3rd Party Logos: Combining 3rd Party Brands with Moshi



It is often necessary to co-brand a Moshi design with a partner logo, or include Moshi elements in a 3rd party poster or design.

Each instance will have its own rules and solutions, however here are some general tips:

- 1) The Moshi Monsters logo should not be used in a way that endorses products that are unintentional. Move logos apart where necessary.
- 2) Try to add context to the Moshi involvement using simple call-outs or copy - i.e. [Moshi logo] Free virtual item only at [Partner logo]
- 3) Where strict 3rd-party brand guidelines restrict Moshi design element usage, contain Moshi elements in a defined area.
- 4) Use elements that give an instant read on the Moshi brand (monsters, sky, hills) but avoid interweaving with 3rd-party scenes, objects or design elements.



There should always be a reasonable amount of space between the Moshi Monsters logo and any third party logo



The logo should never be placed in such a way which gives endorsement to another brand



Legal Lines: Copyright and Trademark Usage



The Moshi Monsters logo (and all other logos) should always be protected by including the ™ symbol. This is already part of the approved logo design.

There are legal lines to protect each logo used, from Moshi Monsters to Moshlings. Please use as many legal lines as you need to protect all logos used in your design. The short legal line is the preferred version, the shortest should be used when space is tight. The long legal line is only to be used on websites in the UK and US where there is a legal requirement to display the registered company information relevant to the country that can access the site.

Tip: The registered company information can be displayed on a separate page as long as there is a clear link to it on the homepage. The company registration information is displayed opposite.



Preferred

© 2013 Mind Candy Ltd. Moshi Monsters is a trademark of Mind Candy Ltd. All rights reserved.

Restricted Space

© Mind Candy Ltd.

Websites

© 2013 Mind Candy Ltd. Moshi Monsters is a trademark of Mind Candy Ltd. All rights reserved.

Mind Candy Ltd is a company registered in England; Company number: 05119483 UK



Homepage

Links To



New page

Fonts: Core Headline Fonts



There are several fonts, each with a specific use. In general, all fonts are chosen to be bold, friendly, cartoony and legible.

Headline fonts

Toonish: Used for headlines and call-outs. There are two versions of this font available; a free version and a professional version. The professional version is recommended as it supports a complete character set. Please don't use the lower case characters. Also, please note that the kerning in Toonish is particularly tight and additional letter spacing is usually required when using this font.

Burbank family: Used for headlines and longer call-outs where lower-case letters are needed. Use Burbank Big Condensed Bold or Black for most applications. Burbank Big Regular Medium, Bold and black are also good. On occasions the Burbank Big wide can also be employed. Care needs to be taken when using the condensed weights of these font, as there can be issues with legibility. Bear in mind that younger children have difficulty recognising the adult a and g lettershapes that these fonts employ.

Luckiest Guy: This font doesn't have a complete set of lower case characters, so we only recommend using this in instances where all uppercase headers are required.

TOONISH

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 . ! ::

~~ABCDEFGHIJKLMNOOPQRSTUVWXYZ~~ — lower case characters should be avoided

Burbank Big Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890,."E\$@!?!&()::\ abcdefghijklmnopqrstuvwxyz

Burbank Big Condensed Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890,."E\$@!?!&()::\ abcdefghijklmnopqrstuvwxyz

Burbank Big Regular Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890,."E\$@!?!&()::\ abcdefghijklmnopqrstuvwxyz

Burbank Big Regular Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890,."E\$@!?!&()::\ abcdefghijklmnopqrstuvwxyz

LUCKIEST GUY

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890,."E\$@!?!&()::\

~~ABCDEFGHIJKLMNOOPQRSTUVWXYZ~~ — lower case characters should be avoided



Fonts: Core Body Fonts



Burbank Small: both Bold and Small are very good for body copy.

Vag Rounded: Ideal when a clear, open font is needed. Also Very good for sub headings, minor callouts and opening paragraphs.

Don't use ALL CAPS for body copy.

Burbank Small Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890,."£\$@!/?&();:\ abcdefghijklmnoopqrstuvwxyz

Burbank Small Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890,."£\$@!/?&();:\ abcdefghijklmnoopqrstuvwxyz

VAG Rounded BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890,."£\$@!/?&();:\ abcdefghijklmnoopqrstuvwxyz



Fonts: Miscellaneous Fonts



On occasion miscellaneous fonts can be used as a way of injecting a specific flavour into a piece of work. These should be used sparingly.

Stencil Std Bold: This can be used when creating a rubber stamp effect graphic.

Yikes: This is a bit more 'shouty' than Toonish or Burbank, use it sparingly.

Shake: Use this for a slightly softer, more rounded, playful feel.

Refrigerator: This gives a harder, more boy skewed 'tech' flavour.

Architect's Daughter: An informal handwritten font.

Boogaloo: Another good substitute for Toonish and Burbank.

STENCIL STD BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890,. ' " £ \$ @ ! ? & () ; : \

Yikes

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890,! " \$ @ ! ? & () ; : \

SHAKE

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890,. ' " \$ @ ! ? & () ; : \

REFRIGERATOR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890,. ' " \$ @ ! ? & () ; : \

ARCHITECT'S DAUGHTER

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890,. ' " \$ @ ! ? & () ; : \

BOOGALOO

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890,. ' " \$ @ ! ? & () ; : \



Fonts: Web Substitutes



For websites and online applications, we recomend including Google web fonts into your CSS.

Headline fonts

Londrina: use as a substitute for Toonish or Burbank. This font has a nice cartoony feel with a child friendly a and g.

Fredorka: A good substitute for - if slightly chunkier than - VAG rounded.

Nunito: Use as a substitute for VAG rounded.

Body Copy

Karla: A super-readable Google font. Ideal for body copy.

LUCKIEST GUY

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890,."£\$@!/?&():;\

ABCDEFGHIJKLMNOOPQRSTUVWXYZ ————— lower case characters should be avoided

Londrina

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890,."£\$@!/?&():;\

abcdefghijklmnopqrstuvwxyz

Fredorka

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890,."£\$@!/?&():;\

abcdefghijklmnopqrstuvwxyz

Nunito

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890,."£\$@!/?&():;\

abcdefghijklmnopqrstuvwxyz

Karla

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890,."£\$@!/?&():;\

abcdefghijklmnopqrstuvwxyz



Fonts: Colour and Outlines



Always make sure the text stands out using suitable contrasting colours.

Most headline text requires an outline. The outline should in most instances be darker than the main text colour and within the same palette of colours.

Use faded header fonts for main call-outs.

Use flat header fonts for secondary call-outs.

When using faded text, the two colours should be from adjacent hues and fade vertically, usually with the lighter colour at the top of the lettering. Avoid using colours that are too far apart.

Ensure that the outline is sitting outside of the letter shape, never inside as this will compromise the integrity of the letter form.

When adding an outline to a font please ensure that the corners are curved as this gives a friendly feel.



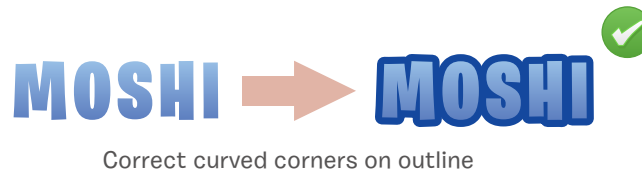
Suggested Fades and outlines for headline text



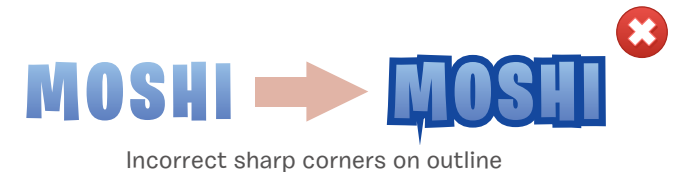
Correct outline outside lettershape



Incorrect outline inside lettershape



Correct curved corners on outline



Incorrect sharp corners on outline



Fonts: Styling and Effects

There are many types of font styling used throughout the Moshi Monsters world. Common examples are shown opposite.

Use sharp drop shadows, gradients, shines and 3D extrusions to bring text off the background or add contrast.

Text can be displayed on a curve or using an envelope distort. When using these techniques, take care to ensure that the text remains legible and that the lettershapes are not too distorted.

Don't use headline fonts for body copy.



TOONISH STYLE 1

TOONISH STYLE 2

**BECOME A MEMBER FOR
THE ULTIMATE QUESTS**

LUCKIEST GUY
TWO FONT SIZES

YOU ARE NOW A MEMBER!

BURBANK
JUMBLED!!!



URL Usage: How and When to Use Moshi URLs



Rules for displaying URLs vary on the application and context. The aim should always be to direct traffic back to www.MoshiMonsters.com, except for specific marketing campaigns with unique URLs.

Always use www at the beginning of the web address. Preference is for URLs to appear in the Toonish headline font (all caps).

For www.MoshiMonsters.com please use one of the moshi URL colour variations displayed on the right.

For specific marketing campaigns where URLs contain multiple words, highlight the words in a slightly different hue or brightness to make them easier to read. Make sure the 'Moshi' word uses the more prominent tint.

If the URL is the main call to action, make it stand out by using a faded infill with outline. If it is subordinate to a call to action, use a flat fill.

All packaging should clearly display www.MoshiMonsters.com on the front.

WWW.MOSHIMONSTERS.COM

WWW.MOSHIMONSTERS.COM

WWW.MOSHIMONSTERS.COM

Moshi URL colour variations

WWW.MOSHIMUSIC.COM

WWW.MOSHIMAG.COM

URLs for specific marketing campaigns



Phrases: Commonly Used Copy Lines



Fun, humour, simplicity and a sprinkle of monster magic are the cornerstones of the Moshi brand. Turning an everyday phrase into something fun is key to making copy or call-outs shine.

Here are some we like to use.

MONSTERIFIC! SPLAT-TASTIC GOOPENDOUS!
MOSHI-TABULOUS GLOOPENDOUS! FANGTASTIC!
MOSHI-TASTIC! MOSHLING-TASTIC! MONSTROUS!

ZOOMTASTIC (for Cutie Pie)

LOOPY LOO! (For Scamp)

SCRUMPTIOUS, DARLING! (For Fifi)

GREAT GOBBLEDEGOOFS! (For Mr Snoodle)

CLAWSOME! (for Katsuma)

PAWSOME (For Katusma)

CHOPTASTIC! (for Katsuma)

CLAW-INSPIRING! (for Katsuma)

SIZZLY-FIZZLY! (for Diavlo/Burnie)

SMOKIN'! (Diavlo)

FZZZZTT! (Diavlo)

CHAR-VELLOUS! (for Diavlo/Burnie – two L's for US spelling)



Design Elements: Decorative Effects and Motifs



There are a selection of graphic effects and devices which can be used to help give a piece of artwork a 'Moshi' feel.

Rays of Light, Starbursts etc: These are a core part of the 'Moshi' identity used to impart a sense of dynamism and excitement. The emanation point of the rays of light should always be hidden. On most occasions it's best to only use one set of rays of light in a composition, and to use it as a way of emphasising the focal point of the artwork. Other graphic devices that rely on a set of vertices emanating from a central point can be used to give the same kind of effect.



Rays of light impart a sense of dynamism and excitement



Add a sense of celebration and specialness with stars

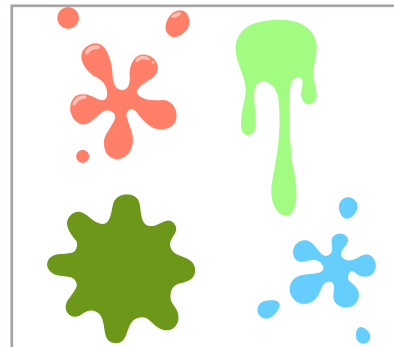


White fluffy clouds add a sense of soft gentle whimsy

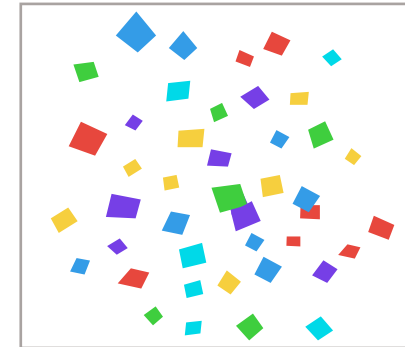
Stars: These come in a variety of shapes and sizes. They give a sense of specialness, celebration and wonder. Often used in conjunction with the rays of light, as a motif in their own right, or as a way of highlighting other graphic elements such as callouts or calls to action.

Clouds: These should be white and fluffy with a pale blue lowlight. They help to convey a sense of soft, gentle whimsy.

Goo, Gloop and Assorted splats: There is a lot of gooey, slimey stuff in the world of Moshi. Use it to add an irreverant, slightly anarchic feel that skews towards an audience of boys.



Add an irreverant feel with goo



Confetti gives a feel of celebration

Confetti: As with stars these give a feeling of joyous celebration.



Design Elements: Frequently Used and Important Graphic Objects



Gradients and Glows: These can be used to give interest to flat areas of colour, emphasise text and other graphic elements, and help to build on the overall magical feel.

Shines: add shines to text, buttons and call-outs as way of pushing elements to the fore, adding another level of richness, and helping the user identify primary information.



Rays of light, stars, goo and shine effects all help to build up the desired 'Moshi' feel



Shine effect on text with glistening stars and rays



Gradients add interest to flat areas of colour



Design Elements: Frequently Used and Important Graphic Objects



There is a selection of graphic objects that are frequently used in Moshi Monsters. All graphic elements should look clean and vectored and never photo realistic.

Banners: These come in a variety of styles and help give a sense of importance and grandeur. They can be used for headlines and call-outs.

Rox: This is the in-game currency

Hills: These are a core element of the brand. See specific pages in these guidelines for more information on how to use them.

Wooden Signposts: These make great call-outs and work especially when used in conjunction with the hills.

Paper: This comes in a variety of styles, often with curved or curled edges, and sometimes with rips or even a cheeky bitemark. It works nicely when accompanied by either a map pin, paperclip, sticky tape or staple. This is a very useful element to use as a call-out. Paper can also help to give artwork a slightly irreverant or anarchic feel.

Photo Frames: These come in two distinct styles; Polaroids and curved. The curved photographs need to have sides that curve inwards and an even white frame with a darker outline surrounding them. Polaroids are more solid in feel. The bottom side of the frame is considerably deeper and provides the ideal place for a small amount of text.



Banners add a sense of importance and grandeur



Paper comes in many forms and can help to contribute a slightly irreverant feel



Wooden signposts are an especially useful callout when used with the hills



Use either curved or Polaroid style photo frames



ROX are the in-game currency



Design Elements: Common Call-outs



There are a number of commonly used call-outs.
Here are a selection.

When using multiple call-outs, please be sensitive to overcrowding the design with floating elements. Make sure the messages are read in the right order by arranging the position of the messages appropriately, or by changing their colour or size.



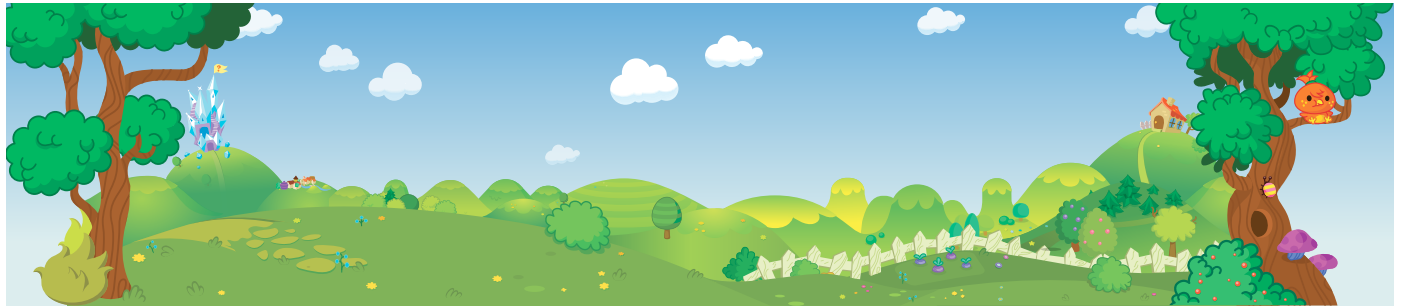
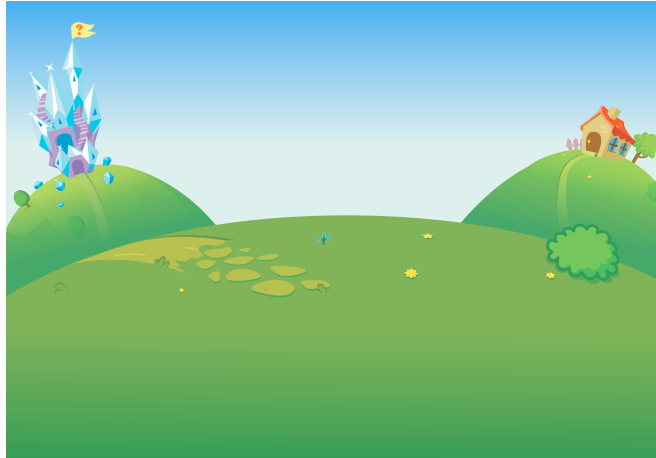
Backgrounds: A Sky & Hills “Quick Read”



One of the iconic elements of the Moshi world is the use of the ‘sky and hills’ landscape. It should be used wherever possible when a ‘quick read’ on the Moshi brand is needed.

There are several formats that can be used.

The hills can also be used on their own as a handy way of including the Moshi brand in 3rd-party design layouts. The hills can sit at the bottom, containing Monsters and Moshlings with the 3rd-party design in the background where the sky usually sits.



Backgrounds: Building a Scene



It is important when creating a sky and hills scene to maintain the purity of the curved hill shapes. Trees and bushes can be added to the background to make the scene richer and help create a sense of depth. There are a selection of 'sprinkles' that can be added to the foreground, such as flowers, grass, ellipses, toadstalls, turnips etc. These can also add a feel of charm and depth to the scene. These elements should be placed in a seemingly random, yet considered manner.

It is important that the majority of these elements have shadows as this will help stop them in the scene and contributes to the feeling of depth and reality.

Rays of light and twinkling stars can be added to the sky to contribute to the exciting, magical Moshi feel. These can also be used to emphasise call-outs and other key graphic elements.

Characters can then be added, taking care to ensure that they obey the standard rules of perspective.



Backgrounds: Common Mistakes



The sky and hills can be customised to fit many design orientations and dimensions. Hills can be added, foreground objects can be moved etc.

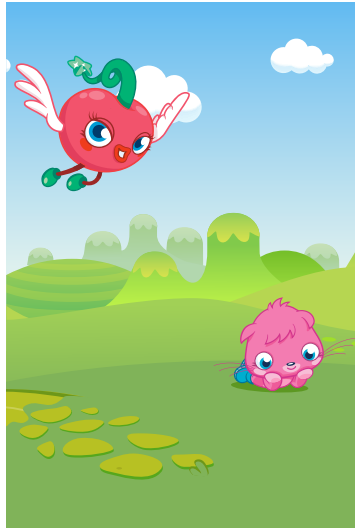
Care must be taken to retain the overall visual feel of the scene. Common mistakes include:

Removing extra detail so that the green hills become plain and boring. Also avoid adding a new foreground hill by simply adding a flat green curve. Add flowers, paths, fades etc. to maintain detail and interest.

When adding characters to a scene, pay particular attention to the perspective and relative sizes. When standing on a hill, all characters should be vertically aligned with circular shadows beneath them.

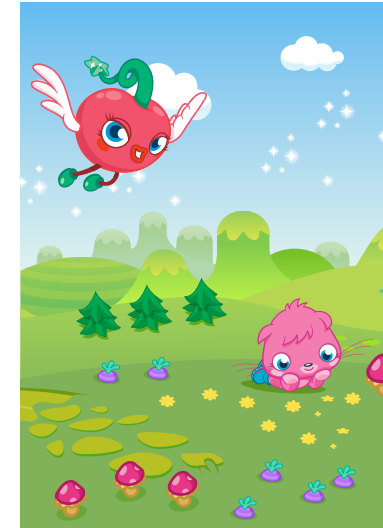
The rays of light motif in the sky should be moved (or removed) so that it centres on the focal point of the scene. The emanation point of the rays of light should never be visible.

Avoid flipping objects in a scene as the light in the scene should always appear to be coming from one source.



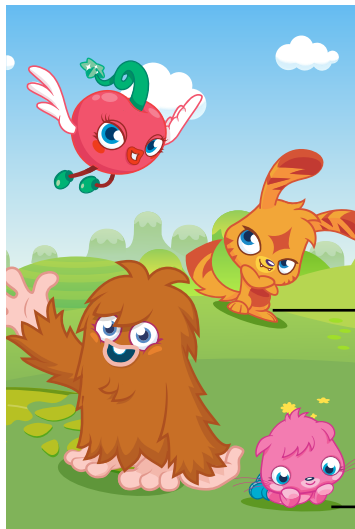
Too plain

Not enough detail / too much green. The charm and magic are lost



Too many sprinkles

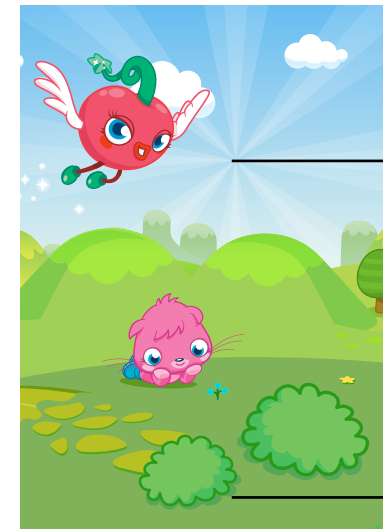
Sprinkles are too even and hills too repetitive, makes the scene feel unnatural



Bad character positioning

Characters should always be aligned vertically, not - as here - at an angle.

Bad character sizing breaks the illusion of perspective



Conflicting light source

The emanation point of the rays of light should always be hidden

Avoid flipping objects as the light should always appear to be coming from one source



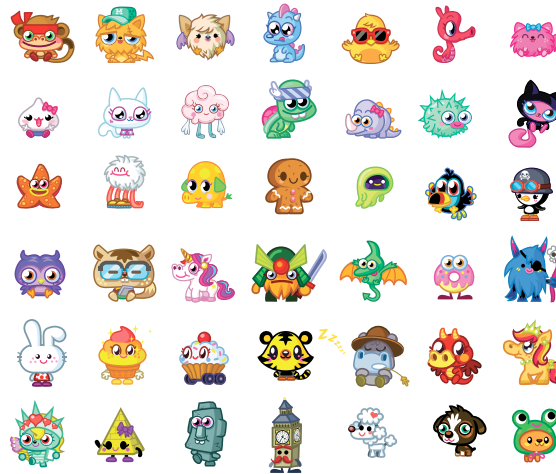
Patterns: Examples of Approved Backgrounds and Textures



Here are a selection of approved patterns.

If using patterns as a background for other content, please tint them to ensure that they don't interfere with the main content. Remember that on-screen tints will usually appear darker when printed on paper.

Use these for inspiration and as a starting point when creating new patterns.



The background is a solid light blue color. There are seven stylized white clouds scattered across the image. Each cloud is composed of several overlapping circles, giving them a puffy, cartoonish appearance. They have soft shadows underneath, making them look like they are floating above the surface. The clouds vary in size and shape, with some being more elongated and others more rounded. The word "Characters" is centered in the middle of the image in a bold, white, sans-serif font.

Characters

4) **Villains:** The evil Dr. Strangeglove leads a mischievous and ever-expanding group of villains called C.L.O.N.C. The Criminal League Of Naughty Critters. They round up Moshlings and turn them into grumpy Glumps.



Katsuma: Approved Assets



A Katsuma is one of the most popular boy monsters. They are often used as a key hero pairing with a Poppet to cover the boys and girls demographics where space is limited. If you only have room for two characters to represent the Moshi brand, strongly consider a Katsuma as one of them. A selection of approved poses are shown opposite. More (including custom poses) are available on request.

"Hi-yaa! I'm a Katsuma. Mess with us and you'll unleash a flurry of claws, jaws and lightning-fast paws. When Katsumas aren't bustin' choptastic moves we re busy working on our super-smooth style. Rrrrr!"

Gender: Male



Colours

	PANTONE 157 C / 7408U	RGB 243 163 0
	PANTONE 7607 C / 7620U	RGB 213 78 18
	PANTONE 7548 C / 109U	RGB 255 207 0
	PANTONE 667 C / 2627U	RGB 80 31 116
	PANTONE 7424 C / 226U	RGB 229 72 144
	PANTONE 7523 C / 1807U	RGB 171 1 50
	PANTONE 285 C / 300U	RGB 0 138 201
	PANTONE 7545 C / 303U	RGB 0 44 90
	PANTONE 7616 C / 1817U	RGB 115 37 17



Poppet: Approved Assets



Poppets are one of the most popular types of girl monsters. They are often used as a key hero pairing with a Katsuma to cover the boy and girl angle where space is limited. If you only have room for two characters to represent the Moshi brand, strongly consider a Poppet as one of them. A selection of approved poses are shown opposite. More (including custom poses) are available on request.

"Aww, shucks! Quit staring - I'm just a little Poppet. We're bashful, huggalicious little critters. But when no one's around we just love to get down. It's what our titchy paws and boots were made for. Let's boogie!"

Gender: Female



Colours

	PANTONE 211 C / 211U	RGB 243 96 174
	PANTONE 670 C / 670U	RGB 249 175 214
	PANTONE 682 C / 234U	RGB 196 2 123
	PANTONE 689 C / 235U	RGB 150 40 102
	PANTONE 7546 C / 296U	RGB 5 33 71
	PANTONE 2925 C / 2995U	RGB 0 160 198
	PANTONE 2975 C / 2975U	RGB 127 207 226
	PANTONE 7694 C / 2955U	RGB 2 98 2136
	PANTONE 297 C / 2905U	RGB 128 176 195



Diavlo: Approved Assets



A Diavlo is one of the top three most popular monsters.

A selection of approved poses are shown opposite. More (including custom poses) are available on request.

“Watch out - I’m a Diavlo! When Diavlos are happy we’re fantastically cheeky, but bug us too much and we’re fiery and sneaky. Maybe it’s all that lava in our heads. Yow!”

Gender: Male

Colours

	PANTONE Black 7 C / Black U	RGB 29 29 27
	PANTONE 7416 C / 7625U	RGB 234 83 87
	PANTONE 1767 C / 1767U	RGB 241 145 161
	PANTONE 198 C / 032U	RGB 220 8 20
	PANTONE 144 C / 130U	RGB 241 143 0
	PANTONE 702 C / 206U	RGB 135 3 55
	PANTONE 7416 C / 7625U	RGB 234 83 87
	PANTONE 498 C / 188U	RGB 109 27 0



Luvli: Approved assets



A Luvli is one of the top four most popular monsters.

A selection of approved poses are shown opposite. More (including custom poses) are available on request.

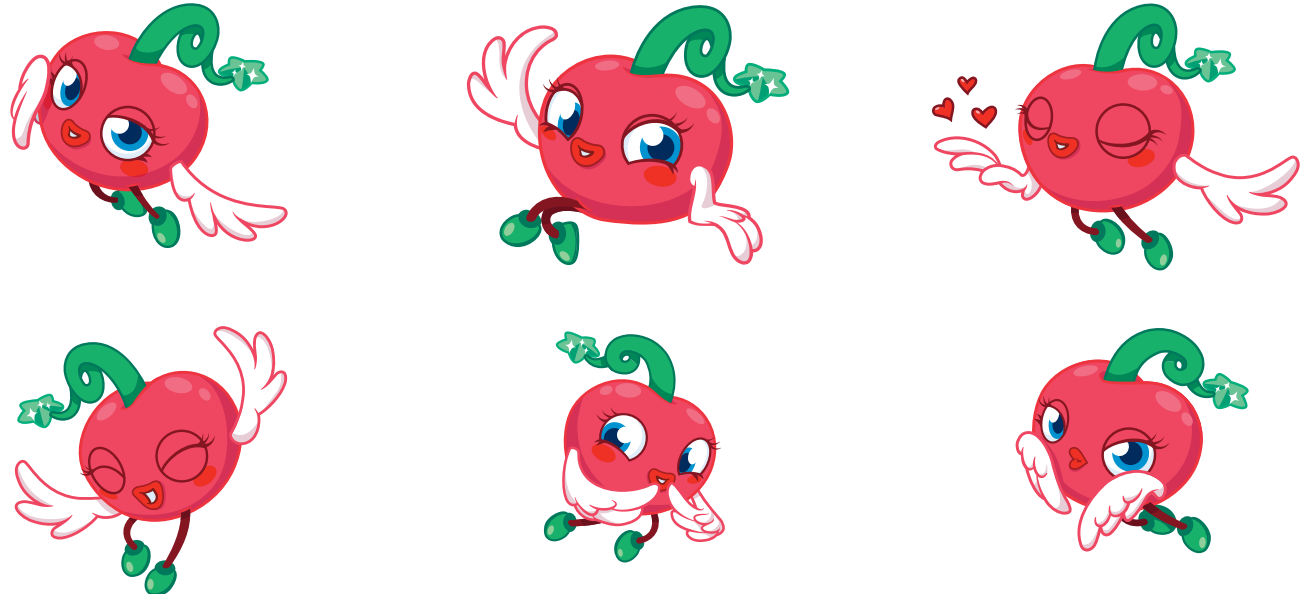
"Greetings mortals – I'm a Luvli. We're flutterly amazing, with a sprinkling of magical hokery- pokery. You never know if we'll wow you with our star-tipped stems. It's enough to give you glittery goosebumps!"

Gender: Female



Colours

	PANTONE 198 C / 1925 U	RGB 9 87 163
	PANTONE 1775 C / 190 U	RGB 238 113 129
	PANTONE 7730 C / 347U	RGB 0 167 103
	PANTONE 562 C / 335U	RGB 0 120 95
	PANTONE 5545 C / 3435U	RGB 242 62 166
	PANTONE 4995 C / 202U	RGB 130 9 36
	PANTONE 697 C / 1797U	RGB 220 8 20
	PANTONE 7703 C / 639U	RGB 0 139 203
	PANTONE 2767 C / 282U	RGB 0 45 89
	PANTONE 7478 C/7478U	RGB 160 210 189



Furi: Approved Assets



A selection of approved poses are shown opposite. More (including custom poses) are available on request.

“Harumph - I’m a Furi. We’re the grouchiest, slouchiest hairballs in all of Monstro City. But look beyond the mops and frowns, Furis mean well, we just love getting down... in the dumps. Bah!”

Gender: Male

Colours

	PANTONE 758 C / 167U	RGB 173 86 12
	PANTONE 7609 C / 7623U	RGB 125 63 11
	PANTONE 159 C / 152U	RGB 223 108 8
	PANTONE 169 C / 169U	RGB 239 137 135
	PANTONE 2727 C / 285U	RGB 86 146 201
	PANTONE 2767 C / 2767U	RGB 13 17 76
	PANTONE 7415 C / 489U	RGB 243 165 143
	PANTONE 7606 C / 7606U	RGB 233 92 84



Zommer: Approved Assets



A selection of approved Zommer poses are shown opposite. More (including custom poses) are available on request.

"Don't freak - I'm a Zommer. We're the stitch-picking, drool-licking thingamajigs who are all of a jumble. We can't remember why we're falling apart at the seams but we still know how to rock out. Hit it!"

Gender: Male

Colours

	PANTONE 7455 C / 660U	RGB 9 87 163
	PANTONE 7545 C / 296U	RGB 2 36 61
	PANTONE 247 C / 247U	RGB 176 26 138
	PANTONE 514 C / 514U	RGB 200 95 173
	PANTONE 204 C / 212U	RGB 242 62 166
	PANTONE 228 C / 227U	RGB 168 1 94
	PANTONE 658 C / 658U	RGB 179 94 221
	PANTONE 656 C / 649U	RGB 203 213 232
	PANTONE 7674 C / 7674U	RGB 152 152 200
	PANTONE 479 C / 7566U	RGB 166 98 73
	PANTONE 7473 C / 3268U	RGB 35 163 144
	PANTONE 7455 C / 660U	RGB 198 225 216



Super Moshi: Ready for Missions!



Kids' Monsters can undertake various story-driven missions in the game. To do this, they take on the guise of Super Moshi. Super Moshi heroes work together to defeat Monstro City's villains.

Each of the 6 Monster types has a Super Moshi variant.

These Super Moshis should not be used to replace all or specific Monsters unless the design is specifically referring to Super Moshis.

If featuring Super Moshis, consider using the Super Moshi logo and/or Elder Furi (all-knowing leader of the Super Moshis) to add context.



Character sizes: Height Charts



The relative size of characters is important. Moshlings are always smaller than Monsters, usually less than half their size. Glumps are similar to Moshlings in size.

Care should also be taken to retain the correct height ratio when placing Moshlings and Monsters in perspective.

Opposite are the main Monsters and common Moshlings for comparison.



Monsters: Common Mistakes

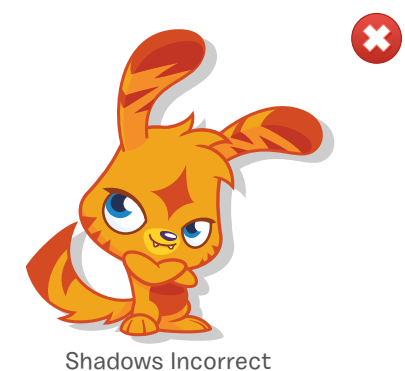
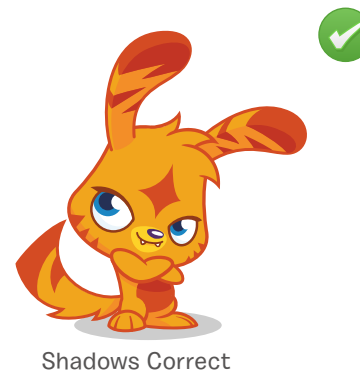


There are several common reasons why certain character usages will not be approved.

The Monsters have had a recent design refresh and certain features have changed. Poppet's teeth originally had a gap in which has now been closed to create a full row of teeth.

All 6 monsters have new poses in the new style. Make sure you understand the visual difference and ask for new poses where needed.

Shadows are used under the monsters to attach them to the floor. Always use shadows under the characters' feet, not a drop shadow under the entire character, as you might with a flat cut-out.



Monsters: Common Mistakes



More common mistakes to watch out for consistency's sake:

Some Monsters, Moshlings and other characters have features that can't be flipped. Zommer's eye and arm for instance are on specific sides.

Each monster has a specific size. Make sure this is taken into account, especially when positioning characters adjacently or in perspective.

Unless rendered in 3D, the Moshi Monster style features outlines for all characters. These are set for each character and their thickness, colour and appearance should be consistent.



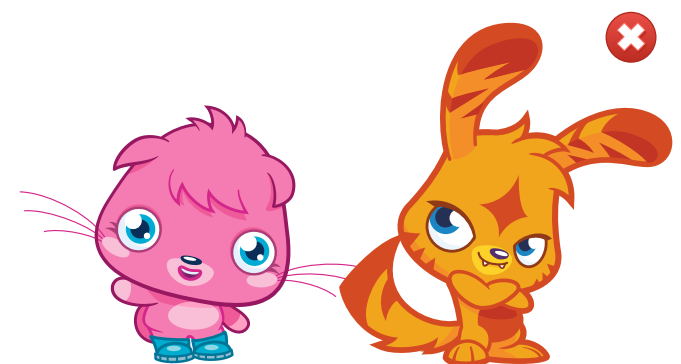
Correct Zommer



When Zommer is flipped, his pink arm is on the wrong side



Correct character outlines



Incorrect character outlines



In the game, Moshlings are attracted to plants grown in the the player's Moshling Garden.

To get an overview of all of the Moshlings, please visit www.moshlings.com.



Moshlings: Most Popular

Certain Moshlings are more popular than others. Preferences can shift due to the release of a new Moshling toy series, but the most consistently popular Moshlings are listed opposite.

Where minimal space is available to feature Moshlings, strongly consider using Moshlings from this list.

Moshlings are categorised in sets such as Foodies, Techies and Nutties. There may be relevant Moshlings that support your overall theme. Feel free to use these too.

Most Moshlings can be seen on www.Moshlings.com.

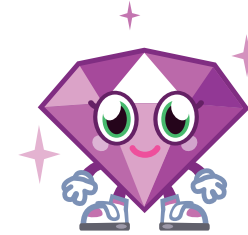
Vector images can be supplied on request.



Iggy



Jeepers



Roxy



Pooky



White Fang



Zack Binspin



Liberty



Burnie



ShiShi



Oddie



Gabby



Ecto



Blingo



Cleo



Scamp



Honey



Moshlings: Forbidden Characters



There are various reasons why certain Moshings are no longer used.

Certain Moshlings have a strict no-use policy and any design found to feature these Moshings will be rejected. These have been removed from all current Moshling assets.

Please be very careful when using old Moshling imagery that you have on file as it may contain forbidden Moshlings.

Do not use:

Lady Goo Goo, 49 Pence, Dustbin Beaver, Broccoli Spears, The Goo Fighters - Davy Gravy, Squint Beastford, Hairosniff - Screech McPiehole, The Pusycat Poppets - Pinky Pipkin, Banna Montana, The Groanas Brothers, Taylor Miffed,



Lady Goo Goo



49 Pence



Dustbin Beaver



Broccoli Spears



Other characters: Key Non-Player Characters (NPC)

Throughout the Moshi world there are many extra characters that are not Monsters, Moshlings or villains. These are known as Non Player Characters or NPCs.

Buster Bumblechops is Monstro City's own Moshling collector extraordinaire. Whatever species you're trying to catch, Buster Bumblechops has the Moshling hints and tips for you!

Roary Scrawl tirelessly types away at The Daily Growl office, determined to keep Monstro City informed

Captain Buck E. Barnacle enjoys a life of high seas adventure, captaining the CloudyCloth Clipper and collecting pirate booty from far off shores like Bubblebath Bay and Candy Shoals.

Elder Furi is the all-seeing, all-knowing leader of the Super Moshis. He might seem a bit old and crusty but this ultra-powerful monster knows everything there is to know about... well... everything!



Buster Bumblechops



Roary Scrawl



Elder Furi



Simon Growl



Bubba



Snuzzle Wobbleson



Tamara Tesla



Bushy Fandango



Dewy



Tyra Fangs



Captain Buck E. Barnacle



Ruby Scribblez



Max Volume



Baz Barnacle



Sly Chance



Raarghly



C.L.O.N.C.

Dr. Strangeglove is the the leader of the Criminal League of Naughty Critters, or C.L.O.N.C., a motley assortment of Monstro City Villains.

C.L.O.N.C. are responsible for catching Moshlings and turning them into their evil counterparts, the Glumps.

Villains are a great way of injecting a more boyish flavour into a design, as well as adding an element of jeopardy for the main monsters.

While the C.L.O.N.C. logo can be used in your designs, it should never appear without referencing the Moshi Monsters logo and should always be subordinate.

When referring to C.L.O.N.C. in headlines, it is important to include the final full stop.

Strangeglove has his purple glove on HIS right hand. Care must be taken not to flip Strangeglove so that his glove appears on his left hand.

To the right are a selection of C.L.O.N.C. villains.



C.L.O.N.C.

CLONC logo



Strangeglove



Big Chief Tiny Head



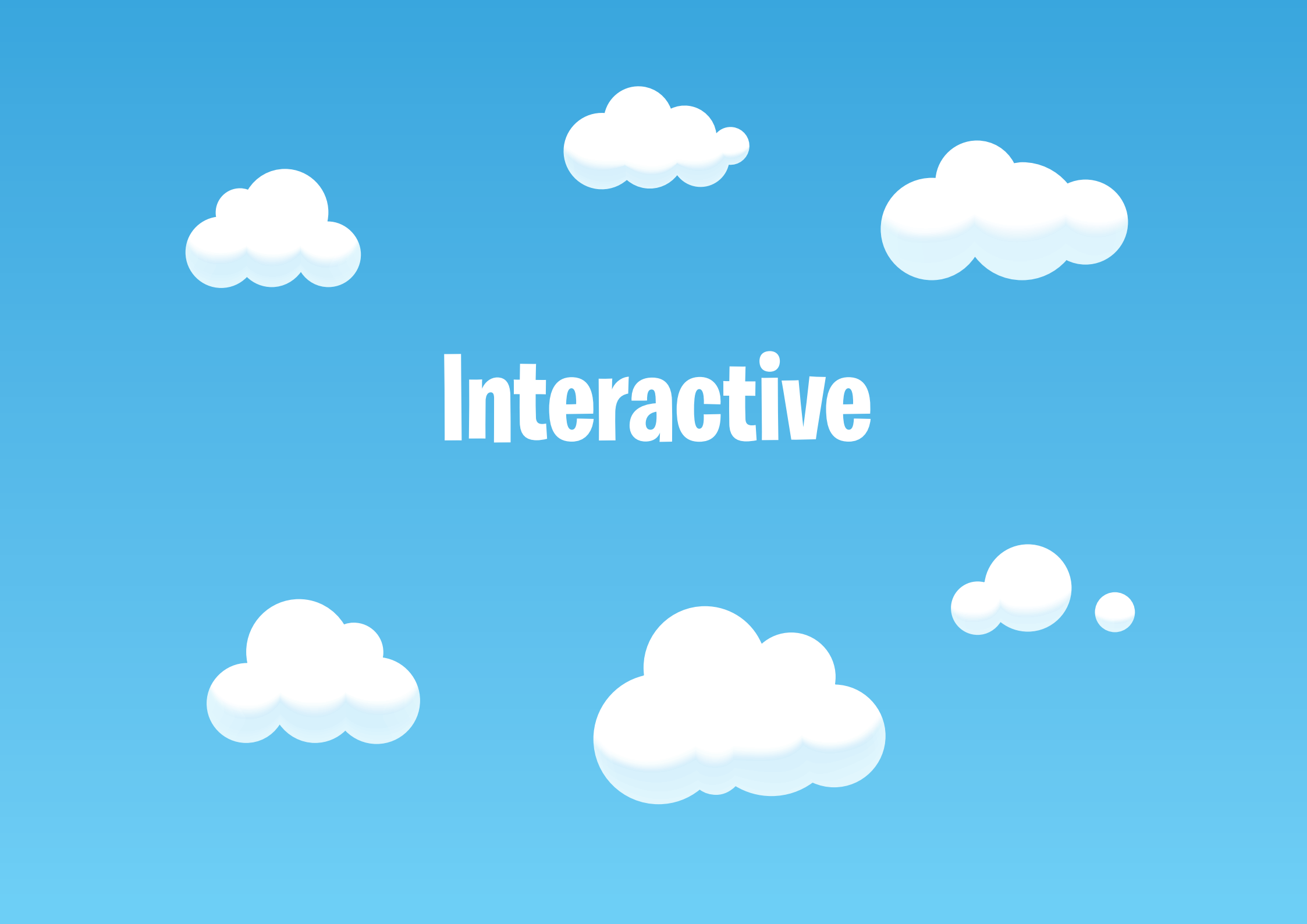
Sweet Tooth



Biggie Diddles



Glumps

The background is a solid light blue color. There are seven stylized white clouds scattered across the image. Each cloud is composed of several overlapping circles, giving them a puffy, cartoonish appearance. They have soft shadows underneath, making them look like they are floating above the surface. The clouds are of various sizes and are positioned in the upper and lower portions of the frame, framing the central text.

Interactive

Interactive: Overview



Here are some general rules for developing websites under the Moshi Monsters brand.

Use the blue sky and hills to get an instant read on the Moshi brand.

All web projects must also be viewable on tablets, mobiles and devices without Flash. Where this isn't possible, a separate tablet version will be required.

Where possible, make the design responsive on mobile devices to automatically optimise for different screen sizes and orientations.

Always include the approved legal lines and Mind Candy logo in the footer.

Always include a link back to the main MoshiMonsters.com website, with a clear call to adopt a monster.



Blue sky / hills



Blue sky / hills



Example in-game promotion



Example email header



Interactive: Common Design Elements - Buttons and Icons

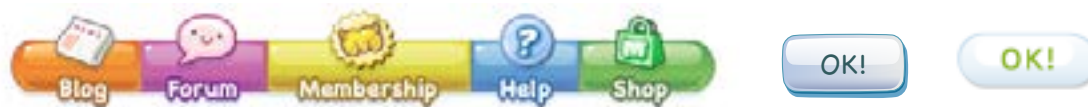
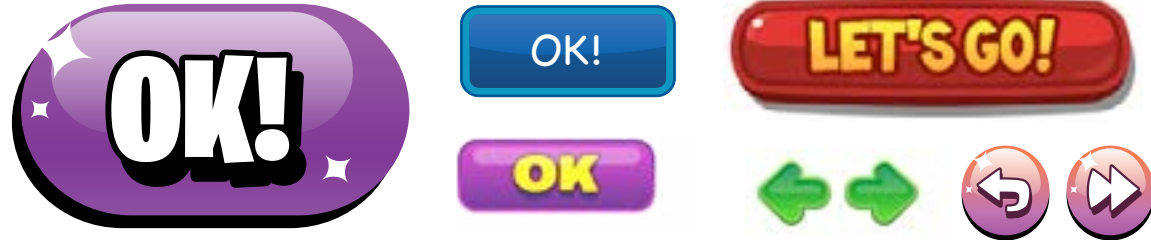


Buttons: These need to be tactile and 'juicy'. They should always have rounded ends or curved corners. They need to be lit from above with a shine effect and drop shadow, both of which should have sharp edges.

There should be a clear visual hierarchy, with the main call to action taking prominence. Secondary or minor calls to action should be easy to locate. They need to be rendered with less saturated colour so they do not distract from the main call to action. It is important that they still retain a three-dimensional, tactile quality.

Digital files are available on request.

Icons: Icons should be drawn in a friendly, cartoony style. They should be simple in design, easy to understand and quick to read. However, they should also feel rich and embellished.



Interactive: Common Design Elements - Panels and Containers



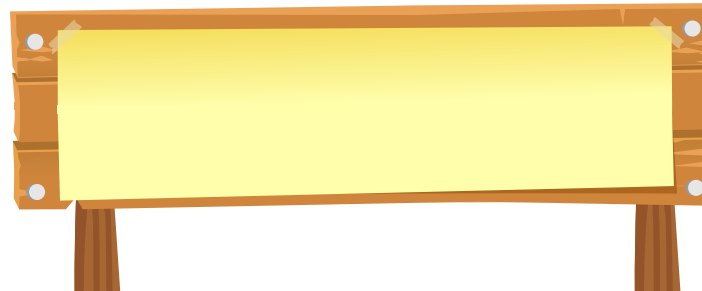
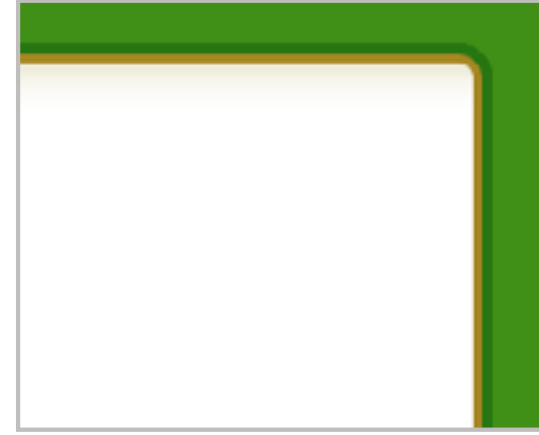
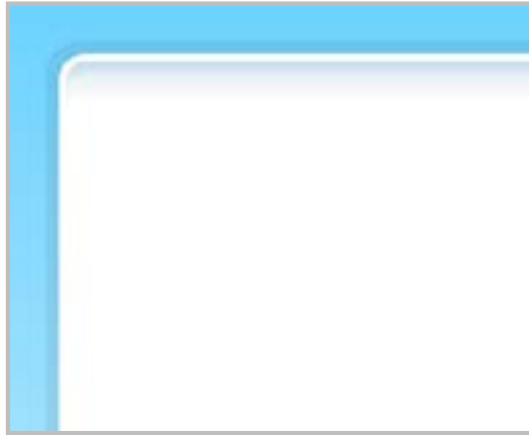
Panels fall into two main categories; paper and plastic. Both types should look clean and vectored, never photo-realistic or overly textured. All curves should be mathematically pure with a minimal number of nodes. Bushes and wooden signs can also be used to frame content. These need to be used with care and should be designed to fit in with the overall theme of the interactive project.

Plastic panels have rounded corners and sometimes a slight gradient or shine at the top or bottom to help give them a solid feel. They have one solid border, and a second stroke semi-transparent border with a hard edge.

Paper panels have sides that curve inwards and a drop shadow which sits directly underneath.

Bushes are used to give a softer, more organic feel.

Wooden Signs should only be used for small sub panels and never as a way of framing large areas of content.



Interactive: Animations and Flash Assets



Where possible (and file size allows), adding character animations will really bring the website or banner to life.

We have a library of Flash animations available. Please factor time into your deadlines for these animations to be sourced, packaged and delivered.

Types of animations include:

- 1) Idle loops
- 2) Speech loops
- 3) Walk cycles
- 4) Turns
- 5) Jumps
- 6) Waves

There are also animations for Moshlings, non-player characters and various props.



Katsuma idle



Katsuma speaking



Katsuma walking



Katsuma turning



Katsuma jumping



Katsuma waving





Marketing

Marketing: Overview



With many marketing campaigns, there will need to be a subtle approach to combining the core Moshi brand elements with the specific messages of the campaign.

There is often a fine balance between standing out by being different and creating instant recognition by remaining consistent. The strength and consistency of the Moshi brand should always take precedence.

While each medium has its own requirements, restrictions and opportunities, it is important that the core Moshi values are always respected.

moshi monsters MAGAZINE

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Marketing: Clear Call to Action



Honesty, fun and simplicity are important to all Moshi communications. We want kids and parents to feel empowered, in control, intrigued and cared-for at every point of contact with the Moshi brand.

Calls to action and clear messaging are key to this. Always add a clear message or call to action so that your audience knows what they are supposed to think, feel or do.

Be clear who your intended audience is and what the desired outcome should be. Moshi Monsters is a kids' brand so be careful not to use parent-focused messaging out of context.

There are approved phrases and Moshified words elsewhere in this document. Please familiarise yourself with their tone and make sure you add a sprinkling of Moshi magic to your copy.

CAN YOU FIND THE SECRET MOSHLING TREASURE?

WANT TO FIND OUT MORE?

GIVE YOUR ROOM THE COMPLETE MOSHI MONSTERS MAKEOVER!

UNLOCK EVEN MORE MOSHI... BECOME A MEMBER!



Marketing: Real World v Moshi World



In certain instances such as TV ads or posters adapted from them, it may be necessary for Moshi characters and world elements to appear in a real world situation.

This is allowed provided the usual guidelines regarding character sizing, shadows and values are observed.

- 1) Choose locations, environments and characters that closely match the perceptions of the Moshi brand.
- 2) Where kids are shown, a general rule of thumb is to use both a boy and a girl. An older girl (circa 13yrs) and a younger boy (circa 10 yrs) helps raise the age perception of Moshi.
- 3) Where a lone parent is shown, use a mother rather than a father.
- 4) Select neutral interiors and features so as not to imply a specific country.
- 5) Avoid props or background items that could be considered unsuitable for kids, such as kitchen knives or alcohol.

All locations need to be approved by Mind Candy before use.



Marketing: TV Idents and End Cards



All TV ads should open with the Mind Candy ident and the associated audio sting. Please see dedicated page elsewhere in this styleguide for more details.

At the end of the ad, an end slate should be displayed with clear and concise information.

Where possible, use the blue sky and hills with enough Monsters and Moshlings to feel lively without being overly cluttered.

A good compromise is to use the hills at the bottom to contain messaging, characters and props, and to show the background of the ad where the sky usually is.

Always show the Moshi logo with a call to action or URL on the end slate.

Where a URL is shown, include an animated mouse cursor 'moving over' and 'clicking on' the URL (with a simple highlight when this happens).





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